GOVERNMENT OF INDIA
SOCIAL JUSTICE AND EMPOWERMENT
LOK SABHA

UNSTARRED QUESTION NO:5006
ANSWERED ON:24.04.2003
SOCIAL WELFARE SCHEME FOR SC/ST, PHYSICALLY IMPAIRED AND OBC
MD ANWARUL HAQUE;RAGHUVANSH PRASAD SINGH

Will the Minister of SOCIAL JUSTICE AND EMPOWERMENT be pleased to state:

(a) the modes of publicity adopted for creating awareness among SCs/STs, physically impaired and other backward people about the schemes launched by Government for their welfare;

(b) whether adequate publicity, especially through weekly radio programmes and jingles/spots is being given to the schemes so as to create awareness among the illiterate beneficiaries thereof, if not, the reasons therefor; and

(c) the details of the radio sponsored programmes, jingles, spots etc. being broadcast presently and those scheduled for broadcast for the ensuing financial year?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF SOCIAL JUSTICE & EMPOWERMENT (DR. SANJAY PASWAN)

(a), (b) and (c) The Ministry of Social Justice & Empowerment is giving publicity to all its schemes and programmes to generate social awareness across the country through various forms of Media viz. electronic media, print media, outdoor media, traditional, folk and also interpersonal media.

Schemes of the Ministry are widely publicized through advertisements, printed publicity material, hoardings, kiosks, bus panels, dance and drama shows, interpersonal communication sessions as also through the broadcast of radio jingles and spots in a staggered manner and broadcast of weekly sponsored radio programme "Sanwarti Jayen Jeewan Ki Rahen" in the North Eastern States.